

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Brian Axe et al.	Art Unit	: 3622
Serial No.	: 10/656,917	Examiner	: Alvin L. Brown
Filed	: September 5, 2003	Conf. No.	: 8377
Title	: IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS		

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF 10/29/2008

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.